

Appn. Number 09/593,993

(Shkedi, Roy)

GAU 3629

Amnt. D

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CLAIM AMENDMENTS

1. (Currently amended) A descriptive-profile mercantile method, for use at a juncture in a data-communications topology having associated therewith a maintained databank of partial profiles, the method including the steps of:
 - a) from a entity who owns or represents a right to multiple profiles, electronically receiving a transaction having therein a first partial profile of a single visitor to the entity, said transaction including real-time access to the single visitor wherein an